

Sub C1
B1

1. An apparatus comprising:
a label configured to be affixed to a product;
the product having a surface associated therewith;
the label configured to directly communicate first information corresponding to at least one of the product and a source of the product; and
a computer readable medium, storing instructions executable by a computer of a purchaser of the product, coupled to the product by the label.

B2

4. The apparatus of claim 1, wherein the label is shaped to provide the first information through a [shape] trademark symbol corresponding to at least one of the product and the source of the product.

Sub C2
B3

11. An apparatus comprising:
a label configured to be affixed to packaging substantially enclosing a product, and
the packaging having an exterior;
the label configured to directly communicate first information corresponding to at
least one of the product and a source of the product; [and]
the packaging substantially enclosing the product; and
a computer-readable medium coupled to the packaging by the label and containing
instructions executable on a computer of a user.

B4

14. The apparatus of claim 11, wherein the label is shaped to provide the first
information through a [shape] trademark symbol corresponding to at least one of the product
and the source of the product.

Sub C2
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18. An apparatus comprising:

- a label configured to be affixed to a product, the product having an exterior;
- the label configured to be attached to a tether having a first end and a second end;
- the first end configured to be coupled to the label;
- the second end configured to be coupled to the exterior of the product, such that the tether couples the label to the exterior of the product;
- the label configured to directly communicate first information corresponding to at least one of the product and a source of the product; and
- a computer-readable medium coupled to the label and containing instructions executable on a computer of a user.

B6

21. The apparatus of claim 18, wherein the label is shaped to provide the first information through a shape trademark symbol corresponding to at least one of the product and the source of the product.